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# WINES & VINES 2022 BUYER'S GUIDE

**Connecting Wine Industry Buyers & Sellers  
at the Point of Purchase -- in Print and Online.**

# Unprecedented Opportunity to Gain New Winery Customers

- Severe economic disruption over the past 18 months has meant large staff turnover within vendors serving the wine industry -- as well as vendors merging or even going out of business
- These changes in vendor company status and personnel will cause many wineries to look for potential new vendors.

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# How Will Wineries Find New Vendors?

- Holding In-person meetings and tradeshow has been nearly impossible in the past 18 months, and is likely to be limited for at least the next nine months – prime buying time for wineries.
- Because of the restrictions on in-person meetings **wineries will turn to the only curated, comprehensive, up-to-date, wine industry specific** list of vendors: the Buyer's Guide
- Advertisements and promotions encouraging wineries to turn to the Buyer's Guide will run in *Wine Business Monthly* magazine, in the Daily News Email and on the winebusiness.com website.

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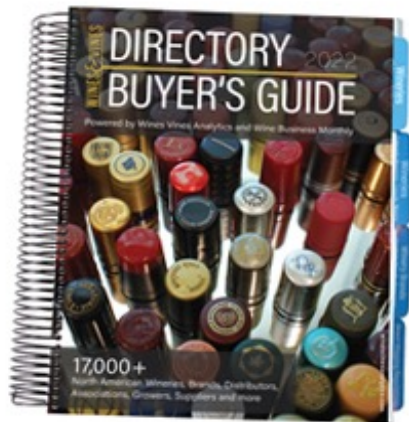


# How Will Wineries Find New Vendors?

Some wineries buyers will want to research their purchases in print, others will want to do their research online. The Buyer's Guide is available in both mediums.



**The online version** of the Buyer's Guide will be integrated into the newly re-designed winebusiness.com website, the leading website for the wine industry with over 150,000 unique visitors per month.



**The print version** of the Buyer's Guide will be mailed to over half of US wineries producing at least 5,000 cases annually.

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# A Partial List of Wineries that Received the 2021 Buyer's Guide

A Rafanelli Winery & Vineyards  
 A S V Wines  
 A To Z Wineworks  
 A X R Napa Valley  
 Madrone Vineyard  
 Abacela  
 Adams County Winery  
 Adelaida Vineyards & Winery  
 Adelsheim Vineyard  
 Adirondack Winery  
 Akash Winery & Vineyard  
 Alba Vineyard  
 Alexander Valley Vineyards  
 Allegro Winery  
 Alma Rosa Winery & Vineyards  
 Alpha Omega Winery  
 Amigoni Urban Winery  
 Anaba Wines  
 Ancient Peaks Winery  
 Andis Wines  
 Andrew Murray Vineyards  
 Andrew Peller  
 Antica Napa Valley  
 Anyela's Vineyards  
 Argyle Winery  
 Artesa Vineyards & Winery  
 Asti Winery  
 Atwater Estate Vineyards  
 Aubert Wines  
 August Hill Winery  
 B N A Wine Group  
 Badger Mountain  
 Balboa Winery  
 Baldacci Family Vineyards  
 Balletto Vineyards & Winery  
 Barbooursville Vineyards

Bargetto Winery  
 Barnard Griffin Winery  
 Barnett Vineyards  
 Bear Creek Winery  
 Bell Mountain Vineyards  
 Bell Springs Winery  
 Bella Vineyards & Wine Caves  
 Bending Branch Winery  
 Benton-Lane Winery  
 Benziger Family Winery  
 Bergstrom Winery  
 Bernardus Vineyards & Winery  
 Bethel Heights Vineyard  
 Bevan Cellars  
 Bianchi Winery & Tasting Room  
 Biltmore Estate Winery  
 Black Ankle Vineyards  
 Black Stallion Estate Winery  
 Blue Rock Vineyard  
 Bluestone Vineyard  
 Bogle Vineyards  
 Boisset Collection  
 Bokisch Vineyards  
 BookCliff Vineyards  
 Booker Vineyard  
 Bookwalter Winery  
 Boordy Vineyards  
 Bowers Harbor Vineyards  
 Brack Mountain Wine Co.  
 Brandborg Vineyard & Winery  
 Brian Carter Cellars  
 Brick Barn Winery  
 Bridlewood Estate Winery  
 Broadley Vineyards  
 Broken Earth Winery  
 Bronco Wine Co.

Brooks Wines  
 Brown County Wine Co.  
 Bryn Mawr Vineyards  
 Buckingham Valley Vineyards  
 Bully Hill Vineyards  
 Buttonwood Farm Winery  
 C Mondavi & Family  
 Cain Vineyard and Winery  
 Cairdeas Winery  
 Cakebread Cellars  
 Calcareous Vineyard  
 Camarillo Custom Crush  
 Canandaigua Winery  
 Cardwell Hill Cellars  
 Carhartt Vineyard  
 Carneros Hills Winery  
 Carol Shelton Wines  
 Casa Barranca Wines  
 Cass Wines  
 Castello di Amorsa  
 Castoro Cellars  
 Cave B Estate Winery  
 Caymus Vineyards  
 Chamisal Vineyards  
 Chappellet Winery  
 Charles B Mitchell Vineyards  
 Chateau Chantal  
 Chateau Grand Traverse  
 Chateau Montelena Winery  
 Chateau St. Croix Winery  
 Chateau St. Jean Winery  
 Childress Vineyards  
 Chrysalis Vineyards  
 Cinder  
 Cline Cellars  
 Clos Du Bois

Clos Du Val Wine Co.  
 Clos LaChance Winery  
 Clover Hill Vineyards & Winery  
 Colterris Wines  
 Columbia Crest Winery  
 Columbia River's Edge Winery  
 Conn Creek Winery  
 Conneaut Cellars Winery  
 Constellation Brands  
 Cooper's Hawk Winery  
 Copa di Vino/Quenett Cellars  
 Copper Cane Wines  
 Coquelicot Estate Vineyard  
 Cougar Crest Estate Winery  
 Covenant Wines  
 Coventry Vale Winery  
 Crew Wine Co./Matchbook  
 Crimson Wine Group  
 Cristom Vineyards  
 Cru Wine Co.  
 Cuvaion Estate Wines  
 Dablon Winery & Vineyard  
 D'Alfonso-Curran Wines  
 Danza del Sol Winery  
 DAOU Vineyards  
 Darioush Winery  
 Dashe Cellars  
 Davis Estates  
 Dehlinger Winery  
 Del Dotto Vineyards  
 Delicato Family Wines  
 DeLille Cellars  
 Diageo Chateau  
 & Estate Wines

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# Wineries will be Searching the Buyer's Guide -- How will They Find Your Company?

- Many product categories in the Buyer's Guide have more than 40 companies listed
- Stand out from your competition and get your company's product and message in front of winery buyers as they research their purchases by advertising in the print and online versions of the Buyer's Guide.

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# Advertising in Buyer's Guide

## -- Print Benefits

Buyer's Guide Print Edition	Basic Listing Spend up to \$1,000 in BG	Premium Listing Spend over \$1,000 in BG
company name	•	<b>Bold Company Name</b>
address	•	•
phone number	single phone number	multiple phone numbers
website	•	•
full contact detail		•
employee detail		•
brands sold		•
company summary		•
*guaranteed to be in the print edition	NO	YES

**Reserve Now! Deadline is October 15, 2021**

and premium tannin and antioxidant oak sensory profiles delivered through an array of product formats worldwide.

### OAK SOLUTIONS GROUP

**Contact(s):** Paul Abbott, Oak Solutions Spec., CA Central Valley, Central Coast, pabbott@oaksolutionsgroup.com, (707) 480-1507; Kyle Sullivan, Dir. Sls., Int'l., ksullivan@oaksolutionsgroup.com, (707) 287-8555; Amy LaHue, Oak Solutions Spec., Eastern United States, alahue@oaksolutionsgroup.com, (573) 442-9717; Derek Sanchez, Tech. Sls. Mgr./Wine Chemist, Int'l., dsanchez@oaksolutionsgroup.com, (707) 259-4988; Stephanie Blancas, Oak Solutions Spec., CA, OR, WA, sb Blancas@oaksolutionsgroup.com, (707) 259-4988  
2557 Napa Valley Corporate Dr, Ste D, Napa, CA 94558

**P:** (707) 259-4988 **F:** (707) 255-5952

**E:** info@oaksolutionsgroup.com

**W:** oaksolutionsgroup.com

**Brands Sold:** evOAK, trūtan

**Products and Services:** Through sensory science and creative technology, Oak Solutions Group offers two product lines with unparalleled selection: evOAK forward-thinking oak products and trūtan enological tannins.

### OAK WISE

809 Black Diamond Way, Lodi, CA 95240

**P:** (209) 224-5353 **F:** (209) 625-8953

**W:** oak-wise.com

### OENOFRANCE USA, LLC

**Contact(s):** Fabien Machard, Reg. Mgr.- USA, Oregon - Mendocino - Temecula - Paso Robles, fmdg@oenofranceusa.com, (707) 971-8271, (707) 971-8282, Oenofrance USA, Santa Monica

Premium  
Listing

Basic  
Listing

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# Advertising in Buyer's Guide

## -- Online Benefits

### Logo Added to Listing in Search Results

- Spend \$1,000+ in the Buyer's Guide and receive a **FREE upgrade to your company's presence in the Buyer's Guide online**
- Your logo will be included in your listing on the search results page, making sure your Brand stands out.

Enhanced – logo and extended copy

Standard listing (free) – no logo, limited text



#### Seguin Moreau Napa Cooperage

Barrels in Bordeaux and Burgundy shapes and larger formats: French, American, European and Russian oak. Wood for ICÔNE barrels is selected on chemical composition and targeted to specific results. Oak tanks, plus a range of oak alternatives products.



#### Tonnellerie Radoux USA

Radoux manufactures French, American and Eastern European oak barrels (including 36 month options), puncheons, casks, tanks, chips and tank staves. Radoux's proprietary Oakscan® technology is now applied to both barrel and oak for enology products.

#### J Rettenmaier USA

Vitacel filter aid is a crystalline silica-free, biodegradable, pure cellulose replacement for DE

online

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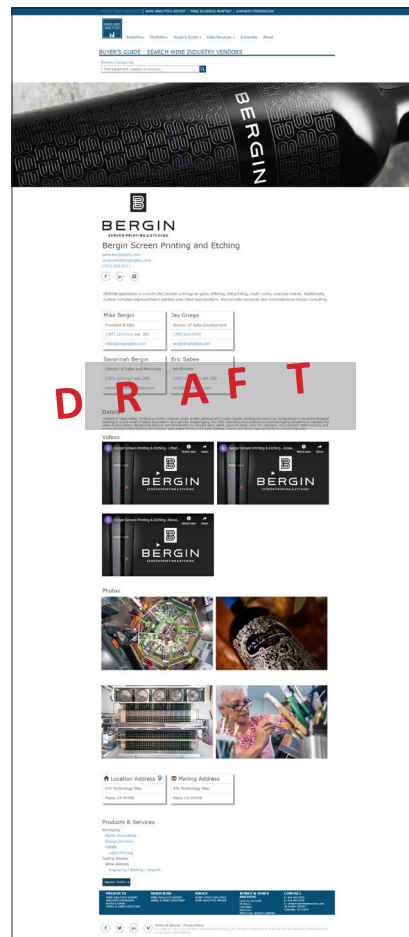


# Advertising in Buyer's Guide

## -- Online Benefits

### Enhanced Profile

- **Spend \$1,000+ in the Buyer's Guide and also receive a FREE upgrade to your Online Business Profile which enables you to showcase your products in the most advanced way possible.**
- **An Enhanced Online Business Profile** can include:
  - ~ A hero banner showcasing products or brand
  - ~ Multiple contact information
  - ~ Marketing materials
  - ~ Videos
  - ~ Product photos
  - ~ Social media handles



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# Advertising in the Buyer's Guide

- For one price, get your message in front of wineries as they research purchases -- in print and online.
- Receive year-round exposure: the Buyer's Guide print edition is referenced the entire year. And your ad will be available in our Buyer's Guide Online year-round, 24/7!

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# 2022 Rates & Specifications

**\*New for 2022 – rates are for package of both print AND online ads\*\***

## Ad Rates

Frequency		full page	1/2 island	1/2 v/h	1/4 vertical	1/8 h
<b>1x</b>	<b>4 Color</b>	<b>\$4,398</b>	<b>\$3,697</b>	<b>\$3,568</b>	<b>\$2,917</b>	<b>\$2,497</b>
	Black & White	\$2,490	\$1,801	\$1,576	\$893	\$520
<b>4x</b>	<b>4 Color</b>	<b>\$4,213</b>	<b>\$3,579</b>	<b>\$3,400</b>	<b>\$2,883</b>	<b>\$2,446</b>
	Black & White	\$2,273	\$1,576	\$1,402	\$796	\$474
<b>7x</b>	<b>4 Color</b>	<b>\$3,999</b>	<b>\$3,444</b>	<b>\$3,282</b>	<b>\$2,833</b>	<b>\$2,406</b>
	Black & White	\$2,041	\$1,464	\$1,245	\$750	\$434
<b>13x</b>	<b>4 Color</b>	<b>\$3,742</b>	<b>\$3,304</b>	<b>\$3,136</b>	<b>\$2,739</b>	<b>\$2,367</b>
	Black & White	\$1,761	\$1,319	\$1,144	\$663	\$388
<b>20x</b>	<b>4 Color</b>	<b>\$3,355</b>	<b>\$2,939</b>	<b>\$2,810</b>	<b>\$2,457</b>	<b>\$2,126</b>
	Black & White	\$1,576	\$1,223	\$1,026	\$602	\$342

## Ad Sizes (W X H)

WBM File Format: .PDF is the ideal file format. Files should be exact dimension. All colors are CMYK. No crop marks or bleed on fractionals. We can use your ad that ran in Wine Business Monthly

Online is standard IAB 300x250 ad.

\*\*Ads priced above \$1,000 include online ads

full page	1/2 island	1/2 v/h	1/4 vertical	1/8 h
7.375 x 9.75" (inset) or 8.625 x 11.125" (with bleed)	5.5 x 7.125"	3.625 x 9.75" (vertical) or 7.375 x 4.625" (horizontal)	3.625 x 4.625"	3.625 x 2.5"

# 2022 Rates\* & Specifications

**\*New for 2022: Rates include both print AND online**

## Premium Placement<sub>(full page only)</sub>

	Back Cover	Inside Front Cover	Inside Back Cover	Tab Divider
1X	\$5,940	\$5,868	\$5,731	\$5,148
4X	\$5,604	\$5,467	\$5,390	\$4,972
7X	\$5,483	\$5,296	\$5,170	\$4,769
13X	\$5,247	\$5,054	\$4,955	\$4,526
20X	\$4,724	\$4,554	\$4,466	\$4,158

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